

World Animal Day HQ announces winning theme for October 4, 2023: 'Great or small, love them all'

Thursday 11 May, 2023

Naturewatch Foundation, a UK-based animal welfare charity, and the coordinator of World Animal Day, has announced the theme for 2023 – 'Great or small, love them all'. The winning theme was chosen following an online competition aimed at World Animal Day's supporters and followers.

World Animal Day has been recognised since 1925. On and around October 4, hundreds of activities are held by individuals and groups around the world to increase awareness or fundraise for a multitude of animal welfare causes and issues. Previous participants have included schools, businesses, students, veterinary practices, community groups, individuals and animal welfare organisations.

Sarah Carr, CEO of Naturewatch Foundation, said, "Unlike other days of recognition throughout the year, World Animal Day is unique in that it's an opportunity to speak up for ALL animals and, every year, it continues to amaze us. In 2022, it reached over 52 million people online!

"Our goal is for people to get involved in meaningful ways through organising events on, and around, October 4. After all, World Animal Day isn't just a hashtag – it's a movement, with like-minded advocates uniting to make the world a kinder, safer place. We think this year's fantastic theme encompasses all animals and will encourage people from all walks of life to get involved – it's never too early to get creative and start planning!"

The winning suggestion was submitted by Mustaina Yakub, from Leicester, UK. She said, "I am a huge advocate for positive animal treatment and welfare. I suggested the theme 'great or small, love them all' for the underlying assets discovered and appreciated in animals.

"From tiny ants who carry heavy loads of sustenance on their backs to the Antarctic blue whale who has a heart the size of a small car, dogs who show unbelievable amounts of devotion to orangutans sharing 97% of their DNA with us humans – not forgetting the African elephants, who grieve and mourn their dead, proving that they're truly empathetic.

"It is mesmerizing, leaving me in sensational awe to know I share the same Earth with these spectacular species. As a highly sensitive individual, animals are my tranquillity and source of serotonin in a world full of chaos and noise pollution. I communicate with them on a daily basis, knowing they listen to my rambles and believe they are just as worthy as we are."

Register for occasional updates about World Animal Day:

<https://naturewatch.org/campaigns/world-animal-day/#sign-up>

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